

**Hong Kong Travelers to**  
**CALIFORNIA**

**Prepared for**  
**California Tourism**



**By**

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## EXECUTIVE SUMMARY

### *HONG KONG TRAVELERS TO CALIFORNIA*

**Total Market.** Of 135,000 Hong Kong visitors to the U.S., 59.8%, or 81,000 visited California in 2005. This represented a 42% increase from 2004, and a drop of 43% from the peak year of 1996.

	Visitors to CA from Hong Kong (est.)	Hong Kong to CA as % of total US
1994	113,000	58.2%
1995	127,000	57.8%
1996	141,000	58.0%
1997	133,000	60.0%
1998	116,000	54.5%
1999	113,000	58.7%
2000	126,000	62.1%
2001	104,000	60.8%
2002	74,000	54.9%
2003	64,000	56.3%
2004	57,000	46.3%
2005	81,000	59.8%

**Main Destination.** Seven in ten Hong Kong visitors to California (70%) reported California was the main destination of their U.S. trip.

**Purpose of Trip.** Among all Hong Kong visitors to California in 2005, 64% reported visiting friends/relatives was one of their major reasons for traveling. Other reasons for traveling included vacation/holiday (46%), business (38%), and attending a convention (16%).

**Port of Entry.** A combined total of 80% of Hong Kong visitors to California entered the U.S. through west coast ports. Four in ten (40%) entered through San Francisco, followed by Los Angeles (39%).

**Top Metropolitan Areas Visited in California.** Hong Kong visitors to California in 2005 tended to center their trip itineraries on the major cities of San Francisco (59%), Los Angeles (53%) and San Jose (8%).

**Leisure/Recreation Activities.** The top leisure and recreation activities reported by visitors from Hong Kong were dining, shopping, and sightseeing in cities. Hong Kong travelers are less likely to visit historical places, small towns, national parks, or tour the countryside than most other overseas visitors.

**Advance Trip Decision.** In total, Hong Kong travelers to California reported making their trip decision 45 days in advance of their trip. This is much shorter than the average trip decision time of 90 days reported by all overseas visitors to California.

**Means of Booking Air Trip.** Almost three-fourths Hong Kong travelers to California (74%) booked their air trip via a travel agent. This was lower than the other major overseas markets to California (57%).

**Means of Booking Lodging.** In 2005, 30% of Hong Kong visitors to California reported booking their lodging through a travel agent, while 14% reported booking their lodging with a hotel or motel directly.

**Trip Information Sources.** Among Hong Kong visitors to California, the most frequently mentioned sources of information included: a travel agency (63%), followed by direct information from airlines (26%), personal computer (20%), and friends or relatives (18%).

**Length of Stay.** Hong Kong visitors stayed an average of 15.0 nights in the U.S. and 8.5 nights in California. In comparison the length of stay for all overseas visitors to California was 10.6 nights in the state.

**Sex and Age.** Men comprised 59% of Hong Kong travelers to California and their median age was 42 years. This is the same as the median age of 42 years reported by all overseas male visitors to California. Women represented 41% of all Hong Kong travelers to California in 2005 and their median age was also 42 years. The median age reported by all overseas female visitors to California was 40 years.

**Travel Party Size.** Nearly all (94%) of Hong Kong travel groups consisted of adults only. Only 6% of Hong Kong travel groups to California included children. The mean travel party size for all Hong Kong visitors to the state was 1.4 people, compared to a mean travel party size of 1.5 people for all overseas visitors to California.

**Annual Household Income.** Visitors from Hong Kong reported much higher average median household incomes (\$113,600) relative to all overseas visitors to California (\$78,800).

**Accommodations.** Almost two-thirds of Hong Kong visitors (66%) to California chose a hotel or motel as their primary type of accommodation during their stay in 2005. This proportion is lower than the 79% reported by all overseas visitors to California. Almost half (44%) of Hong Kong visitors stayed in a private home in 2005, compared to 30% for all overseas travelers to California.

**Use of Prepaid Package.** In 2005, just 2% of Hong Kong visitors used prepaid packages. This was much lower than the 15% of all overseas visitors to California who reported using prepaid packages.

**Expenditures.** Visitors to California from Hong Kong spent an estimated 107 million dollars in California in 2005. Hong Kong visitors were spending an average of \$156 per day during their visit, compared to \$103 for all overseas visitors. Each visitor to California from Hong Kong spent an average of \$1,326 in the state.

**Average International Airfare.** Average international airfare to the U.S. was \$2,052 for Hong Kong visitors, which was higher than the \$1,821 average international airfare reported by all overseas visitors to California during 2005.